

Exercise: Cultural Touchpoints

Instructions

Set a timer for 5 minutes.

Use the template to brainstorm and list ways and places people experience your organization's culture.

This can be the way you treat job applicants, how staff and volunteers interact, the touchpoints with the communities you serve, as just a few examples.

Have fun with it!

The goal of this exercise is to start your creativity flowing on the many places and opportunities where you can intentionally shape your organization's culture.

Example:

Where and how do people experience your organization's culture?	
Employees	<i>Pay, work hours, working conditions, freedom to pursue their own ideas, accountability...</i>
Clients	<i>How we greet clients, how welcoming our offices are, the speed of our responses, our follow-up...</i>
Board of Directors	<i>What we include in our board meeting agendas, the discussions at board meetings, events we invite board members to...</i>
Partner Organizations	<i>Roundtables that we participate in, partner events that we attend...</i>
Community	<i>The way our building looks, how well we keep it up, interaction with elected officials, interaction with community leaders...</i>

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Where and how do people experience your organization's culture?

Employees	
Clients	
Board of Directors	
Partner Organizations	
Community	

